To: Brandt, Kevin E., Teeter, Gregory
From: Kuruc, Nick
Edited: 6/17/97 9:04
Subject: Foodarama Supermarkets

Greg & Kevin:

Due to inventory concerns Foodarama will be downsizing its carton merchandisers (approximately 1 module per store) in the next few weeks. Listed below are Installer and Retail Representative Accountabilities with regard to this effort:

> Installers: Remove modules and return to warehouse in those stores where more than one module removal will be necessary. See attachment.

> Retail Reps: Reallocate and relabel according to new planogram. Voice mail me at 43778 when each store is completed.

Each store will be keeping one module to use for tobacco related items.

Please provide me with the following information:

1. Do you feel that your Retail Reps can reallocate space on the new setup without receiving a "brand specific" planogram. I.E. reduce facings of our Brand accordingly to fit allocated rows.

2. Provide a timetable by store beginning the month of July.

Attached is a "breakdown" of Foodarama by store, and what must be accomplished.

Please call me if you have any questions.

51851 7436

Source: https://www.industrydocuments.ucsf.edu/docs/flpn0000